

# MEMBER COACHING SUPPORT



## Expert Guidance Included with Your SEDA Membership

Whether you're new to economic development, building momentum on key priorities, or navigating complex projects, our coaching is practical, flexible, and tailored to your needs. As a SEDA member, you have access to a complimentary coaching package of up to 4 hours designed to support you in your economic development role.



### Build or Strengthen Your Workplan

*Need a clearer roadmap  
for your work?*

We can help you:

- Identify priorities, goals, and measurable outcomes
- Develop a structured workplan aligned with your organization or community
- Clarify next steps and implementation priorities
- Prepare materials and recommendations for leadership review and approval



### Make Progress on Your Goals

*Already have a plan?  
Let's move it forward.*

Receive support with:

- Problem-solving and overcoming roadblocks
- Research and identification of best practices
- Exploring new ideas and opportunities
- Connecting with relevant programs, partners, collaborations, and pilot initiatives
- Turning plans into actionable next steps



### A Confidential Sounding Board

*Sometimes the most valuable  
resource is a trusted conversation.*

Access:

- One-on-one coaching sessions by phone or virtual meeting
- A confidential space to discuss challenges, opportunities, and decisions
- Guidance from experienced practitioners who understand the realities of economic development work
- Objective feedback and strategic advice

## How it Works

### Your Membership Benefit Includes:

- ✓ Up to 4 hours of complimentary coaching support
- ✓ Flexible use of your coaching time based on your priorities
- ✓ Virtual meetings, phone consultations, or focused working sessions
- ✓ Support for planning, troubleshooting, project development, and strategy

## Supporting Your Success



Email: [ceo@seda.ca](mailto:ceo@seda.ca)  
Tel: 306-242-2752

**Practical advice. Strategic guidance. Real-world solutions.**